ART & BEYOND

Human-Centred Innovation Lab

WEB SUMMIT LISBON 2026 | CONCEPT & STRATEGIC OBJECTIVES

Where human creativity, philosophical inquiry and AI come together to transform perspectives into meaningful business insights.

OUR VISION

To help organisations challenge conventional thinking, discover overlooked perspectives and build a more human-centred approach to innovation.

We believe meaningful innovation begins not only with technology, but with the questions we ask, the perspectives we share and the creativity we unlock.

THREE COMPLEMENTARY APPROACHES

01 SPARKS

Explore how we think

Thought-provoking philosophical questions challenge assumptions, encourage critical thinking and open new perspectives within organisations.

02 BEYOND THE PATTERNS

Create through art

Inspired by Portuguese azulejos, collaborative artistic experiences turn individual expressions into collective creativity, revealing patterns in communication, culture and decision-making.

03 AI SPARK ROOM

Transform ideas into insights

Our proposed AI-assisted technology layer will organise emerging themes, identify recurring patterns and help transform human-generated ideas into actionable organisational insights.

OUR STRATEGIC OBJECTIVES

2026 | Connect & Collaborate

Build relationships with startups, SMEs, innovation leaders and potential technology partners at Web Summit Lisbon.

2027 | Pilot & Validate

Launch corporate innovation sessions, test our methodology and develop the first functional AI Spark Room prototype.

LONG TERM | Build & Scale

Develop AI Spark Room into a repeatable, scalable technology product supporting human-centred organisational learning, brand strategy and innovation.

WHO WE WANT TO CONNECT WITH

Startups and SMEs; HR and People & Culture leaders; AI developers and technology partners; innovation ecosystems and strategic collaborators.

OUR INVITATION

What if the patterns we need to transform in our organisations are not technological, but human?

We are joining Web Summit Lisbon with curiosity, an open mind and a willingness to learn — seeking meaningful partnerships, pilot opportunities and new ways to integrate human creativity with AI.

Different minds. New perspectives. Meaningful innovation.

Art & Beyond | Lisbon, Portugal | art-beyond.com